प्रेषक,

प्रशांत शर्मा
विशेष सचिव
उ0प्र0 शासन

सेवा में,

1. समस्त अपर मुख्य सचिव/प्रमुख सचिव/सचिव, उ0प्र0 शासन
2. समस्त विभागाध्यक्ष/कार्यालध्यक्ष, उ0प्र0
3. समस्त मण्डलायुक्त/जिलाधिकारी

दिनांक: 17-09-2024

ऊर्जा अनुभाग-2

विषयः Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) के सम्बन्ध में

महोदय,

उपर्युक्त विषयक मुख्य कार्यकारी अधिकारी, एनर्जी एफिशिएंसी सर्विसेज लि0 (विद्युत मंत्रालय, भारत सरकार के अन्तर्गत एक संयुक्त उपक्रम) के पत्रांक-D O No. EESL/01/Retail Sales/2024-25, दिनांक 20.08.2024 की मय संलग्नक प्रति प्रेषित करते हुए मुझे यह कहने का निदेश हुआ है कि कृपया उक्त पत्र में की गयी अपेक्षा की अनुक्रम में Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) को अधिकारियों/कर्मचारियों के बीच अधिकाधिक रूप से प्रचारित एवं प्रसारित कराने हेतु आवश्यक कार्यवाही कराने का कष्ट करें।

संलग्नक: यथोक्त

भवदीय,

Signed by
Prashant Sharma
Date: 17-09-2024 17:39:11

(प्रशांत शर्मा)

प्रतिलिपि:

1. प्रबन्ध निदेशक, उ0प्र0 पावर कारपोरेशन लि0
2. प्रबन्ध निदेशक, उ0प्र0 राज्य विद्युत उत्पादन निगम लि0
3. प्रबन्ध निदेशक, उ0प्र0 पावर ट्रान्समिशन कारपोरेशन लि0

विशाल कपूर
मुख्य कार्यकारी अधिकारी
VISHAL KAPOOR
Chief Executive Officer

No26221 .../2024

एनर्जी एफिशिएंसी सर्विसेज लिमिटेड
विद्युत मंत्रालय के सार्वजनिक क्षेत्र के उपक्रमों की संयुक्त उद्यम कंपनी
ENERGY EFFICIENCY SERVICES LIMITED
A JV of PSUs under the Ministry of Power

DO No. EESL/01/Retail Sales/2024-25

20th August, 2024

Subject: **Regarding Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) for promoting energy efficiency among employees of Central Government, Sate Government and Public Sector Enterprises.**

Dear Sir,

As you may be aware, Energy Efficiency Services Limited (EESL) is a leading Joint Venture Company of 4 CPSUs i.e. NTPC, PGCIL, REC and PFC under the aegis of Ministry of Power, Government of India, dedicated to promoting energy efficiency and sustainability across the country. EESL is committed to implement energy-efficient solutions that contribute to environmental preservation while uplifting the lives of citizens.

2. Under India's presidency in G20 and thereafter in the COP28 conference, it has been resolved to double the rate of energy efficiency. Estimates suggest that across the cross section of various sectors, Industry and Domestic Sectors provide the maximum GHG emission reduction per unit of investment. While the Industrial sector often takes up energy efficiency interventions on their own as energy efficiency, in most of the cases, translates into cost efficiency, there is a lot left to be done in the domestic sector.

3. EESL has created its own e-commerce portal https://eeslmart.in where **good quality and marketing-noise-free Energy Efficient appliances** are available. Needless to mention, a lot of appliances available in public domain utilize tolerances available in the BIS standards to market lower range appliances (ACs being an example) or words such as "super saver" to market appliances that are not as energy efficient as they claim to be (Example being LED bulbs, which are often marked "super saver" while they provide only 90 lumens per watt, as opposed to 150 Lumens per watt available at https://eeslmart.in at competitive prices).

4. In this respect, to spread awareness among Government and Public sector employees about energy efficiency encouraging broader societal adoption, EESL has launched an exclusive Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) specifically for Central and State Government employees, including Central and State Public Sector Enterprises (PSEs) and related institutions.

In this scheme, EESL through, it's eRetail portal https://EESLmart.in will offer a variety of high quality, technically superior, BEE 5 star energy efficient domestic appliances i.e. LED lights, BLDC Fans, AC, Induction Cook Stoves etc to the employees for their personal consumption at specially offered prices 24X365 which are available for general retail consumption only on special occasions. More products and services are being added.

(जय प्रकाश वर्मा)
विशेष सचिव, ऊर्जा अनुभाग-1
उ0प्र0 शासन

पंजीकृत कार्यालय: एन. एफ. एल. बिल्डिंग, पाँचवा, छठा और सातवाँ तल, स्कोप कॉम्प्लेक्स, लोधी रोड, नई दिल्ली - 110003
दूरभाष: +91 (011) 45801262
ईमेल: ceo@eesl.co.in, वेबसाईट: www.eeslindia.org

REGISTERED OFFICE: NFL Building, 5th, 6th & 7th Floors, Core – III, SCOPE Complex, Lodhi Road, New Delhi – 110
Tel.: +91 (011) 45801262
E-mail: ceo@eesl.co.in, Website: www.eeslindia.org

6. The scheme shall mark a significant step towards Environmental, Social and Governance (ESG) initiatives, promoting a low-carbon future. A brief note of the scheme is also enclosed for your kind reference. I would request that the scheme be widely circulated and promoted among the employees of your esteemed organization including the CPSUs/PSUs/attached offices for adoption of energy efficient appliances.

7. EESL shall whitelist all the government and PSU domain IDs known to it (for example nic.in; gov.in; ntpc.co.in; nbpdcl.co.in etc) so that any employee having email IDs on these domains can avail the specially offered prices for all EE appliances available on EESLmart.in . In case any organization remains left out inadvertently, a simple email request from any such organization may be sent to EESL at goveasee@eesl.co.in to whitelist their respective domain ID so that the employees can utilize the benefits of the scheme.

8. Shri Satendra Singh (+91 70142 36176) will be the Nodal Officer from EESL side for any further enquiry. We are confident that together with your valuable support, we can jointly contribute to achieve Country's INDC (Intended Nationally Determined Contributions) targets through large scale adoption of EE appliances from EESL.

With regards,

Yours Sincerely,

(Vishal Kapoor)

Shri Manoj Kumar Singh
Chief Secretary
Government of Uttar Pradesh,
1st Floor, Room No. 110,
Lalbahadur Sastri Bhawan,
Uttar Pradesh Secretariat, Lucknow-226001
Uttar Pradesh, India

Encl: As above

Government Employee Appliance Scheme on Energy Efficiency (GovEasEE)

Efficiency Meets Affordability: *Enabling More for Environmentally Conscious Government Employees*

A. Background:

- Energy Efficiency Services Limited (EESL) is a joint venture of four Central Public Sector Undertakings (CPSUs) under the Ministry of Power, Government of India. EESL playing a crucial role in advancing India's energy efficiency goals. EESL's efforts align with India's global commitments, made at the UNFCCC and G20 summits, to enhance energy efficiency.
- EESL has implemented large-scale, energy-efficient solutions across residential, commercial, and industrial sectors.
- EESL has launched an exclusive Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) specifically for Central and State Government employees, including Central and State Public Sector Enterprises (PSEs) and related institutions.
- In this scheme, EESL through, it's eRetail portal https://EESLmart.in will offer a variety of high quality, technically superior, BEE 5 star energy efficient domestic appliances i.e. LED lights, BLDC Fans, AC, Induction Cook Stoves etc to these employees at specially offered prices.

B. GovEasEE Scheme Objective:

- To spread awareness about energy efficiency among Government and Public sector employees encouraging broader societal adoption.
- The scheme offers to provide specially priced, high quality, technically superior, BEE 5-star energy efficient appliances.
- GovEASEE is strategically designed to enhance the accessibility of energy efficiency within the government/public sector, an impactful segment that can significantly influence and lead national energy conservation efforts.
- Adoption of EE appliances by the employees will set an example to the rest of the citizens creating a ripple effect that encourages broader societal adoption of energy saving practices.
- To provide seamless warranties, including on-site warranties (for certain specific equipment) enabled through the portal itself.

C. Steps for Availing Benefits of the Scheme:

- EESL formally informs about GovEasEE scheme to various Govt. Department/PSU offices across the country irrespective of Central Government or State Government ownership.
- **EESL shall whitelist all the Government and PSU domain IDs known to it** (for example nic.in; gov.in; ntpc.co.in; nbpdcl.co.in etc) so that any employee having email IDs on these domains can avail the specially offered prices for all EE appliances available on EESLmart.in .
- The HR/Admin department of that organization can circulate the scheme benefits among employees encouraging them to adopt energy efficient appliances to avail special offers by visiting EESLmart.in. To ensure that the same reaches all sections of the employees, it would be good to circulate this two to three times to all employees within a period of one month.
- To make a purchase at specially offered rates, Employees has to login to EESLmart.in through their whitelisted* **GOV/NIC or organization specific email IDs** through OTP verification; select appliances, review specifications & warranty terms and, furnish name, mobile number and shipping address.
- Employees proceed with payment for the selected appliance, taking advantage of the specially offered pricing at the time of checkout. The appliance shall be delivered as per the timeline mentioned on EESLmart.in.
- Upon a successful transaction, a confirmation is sent to employees over email and mobile and the appliance is delivered through our logistics partners.

Email to Register Your Organization - goveasee@eesl.co.in

Note

- *It may happen that some organisations may inadvertently get left out while whitelisting all Government owned organisations/ PSUs. In such case, all such Organisations are requested to inform EESL on the email ID* goveasee@eesl.co.in
- *EESL notifies back to the respective organization about the successful activation of scheme for their employees by whitelisting their domain and employees can utilize the benefits of the scheme.*
- **Private email IDs will not have specially offered rates, as this facility shall be available only on logging in through the gov.in, nic.in, or organization specific whitelisted domain IDs.*

Email

CHIEF SECRETARY OFFCE GOVT OF UP

Regarding Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) for promoting energy efficiency among employees of Central Government, Sate Government and Public Sector Enterprises.

From : bkumar@eesl.co.in

Tue, Aug 20, 2024 06:21 PM

Subject : Regarding Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) for promoting energy efficiency among employees of Central Government, Sate Government and Public Sector Enterprises.

4 attachments

To : CHIEF SECRETARY OFFCE GOVT OF UP <csup@nic.in>

Cc : ceo@eesl.co.in, head-sales@eesl.co.in, asaxena1@eesl.co.in, sagarwal1@eesl.co.in, ssingh@eesl.co.in, ch ncrc <ch.ncrc@eesl.co.in>

Kind Attn: PS to Shri Manoj Kumar Singh, IAS, Chief Secretary, Govt. of Uttar Pradesh

Sir/Madam

Please find attached the letter along with annexure from Shri Vishal Kapoor, CEO, EESL addressed to Shri Manoj Kumar Singh, IAS, Chief Secretary, Govt. of Uttar Pradesh on the above subject.

With Regards | सधन्यवाद

Brajesh Kumar | ब्रजेश कुमार
Assistant (O/o CEO) | सहायक (सीईओ कार्यालय)
Energy Efficiency Services Limited | (एनर्जी एफिशिएंसी सर्विसेज लिमिटेड)
A JV of PSUs of Ministry of Power, Govt. of India
विधुत मंत्रालय के सार्वजनिक क्षेत्र के उपक्रम की संयुक्त उद्यम कंपनी

Corporate Office :
7th Floor, Core-III, NFL Building, SCOPE Complex, Lodhi Road, New Delhi-110003
कॉर्पोरेट कार्यालय : पांचवा एवं छठा तल , कोर -३ , स्कोप काम्प्लेक्स , लोधी रोड , नई दिल्ली - 110003
M.: +91 9810698631 | E: bkumar@eesl.co.in
Tel: +91-11-45801262, 45801263

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Enabling More

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EESL Mart

Letter to Chief Secretary, Govt. of UP.pdf
162 KB

GovEasee Concept Note.pdf
187 KB